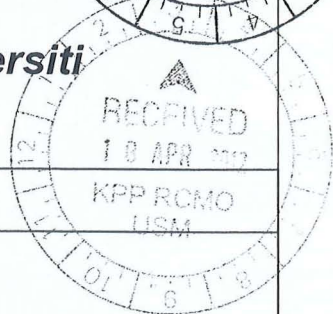
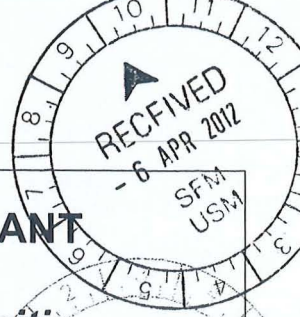
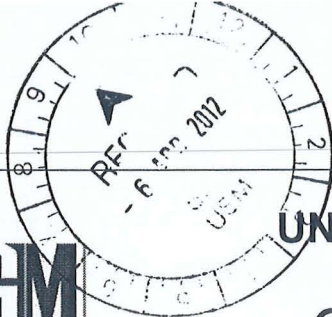




UNIVERSITI SAINS MALAYSIA



**UNIVERSITY RESEARCH GRANT
FINAL REPORT**
Geran Penyelidikan Universiti
Laporan Akhir

A.	PARTICULARS OF RESEARCH / MAKLUMAT PENYELIDIKAN:
(i)	Title of Research: <i>Tajuk Penyelidikan:</i> <i>Corporate Social Responsibility (CSR) in Malaysia:</i> <i>Ontological and epistemological research orientations in building theoretical foundations</i>
(ii)	Account Number: <i>Nombor Akaun: 1001 / PMGT / 811010</i>
B.	PERSONAL PARTICULARS OF RESEARCHER / MAKLUMAT PENYELIDIK:
(i)	Name of Research Leader: <i>Nama Ketua Penyelidik: Ellisha Nasruddin</i>
	Name of Co-Researcher <i>Nama Penyelidik Bersama: Mohammad Reevany Bustami</i>
(ii)	School/Institute/Centre/Unit : <i>Pusat Pengajian /Institut/Pusat/Unit : Pengurusan</i>

C.	<p>Research Platform (Please tick (/) the appropriate box): <i>Pelantar Penyelidikan (Sila tanda (/) kotak berkenaan):</i></p> <table> <tr> <td><input type="checkbox"/></td> <td>A. Life Sciences <i>Sains Hayat</i></td> </tr> <tr> <td><input checked="" type="checkbox"/></td> <td>B. Fundamental <i>Fundamental</i></td> </tr> <tr> <td><input type="checkbox"/></td> <td>C. Engineering & Technology <i>Kejuruteraan & Teknologi</i></td> </tr> <tr> <td><input type="checkbox"/></td> <td>D. Social Transformation <i>Transformasi Sosial</i></td> </tr> <tr> <td><input type="checkbox"/></td> <td>E. Information & Communications Technology (ICT) <i>Teknologi Maklumat & Komunikasi</i></td> </tr> <tr> <td><input type="checkbox"/></td> <td>F. Clinical Sciences <i>Sains Klinikal</i></td> </tr> <tr> <td><input type="checkbox"/></td> <td>G. Biomedical & Health Sciences <i>Bioperubatan Sains Kesihatan</i></td> </tr> </table>	<input type="checkbox"/>	A. Life Sciences <i>Sains Hayat</i>	<input checked="" type="checkbox"/>	B. Fundamental <i>Fundamental</i>	<input type="checkbox"/>	C. Engineering & Technology <i>Kejuruteraan & Teknologi</i>	<input type="checkbox"/>	D. Social Transformation <i>Transformasi Sosial</i>	<input type="checkbox"/>	E. Information & Communications Technology (ICT) <i>Teknologi Maklumat & Komunikasi</i>	<input type="checkbox"/>	F. Clinical Sciences <i>Sains Klinikal</i>	<input type="checkbox"/>	G. Biomedical & Health Sciences <i>Bioperubatan Sains Kesihatan</i>
<input type="checkbox"/>	A. Life Sciences <i>Sains Hayat</i>														
<input checked="" type="checkbox"/>	B. Fundamental <i>Fundamental</i>														
<input type="checkbox"/>	C. Engineering & Technology <i>Kejuruteraan & Teknologi</i>														
<input type="checkbox"/>	D. Social Transformation <i>Transformasi Sosial</i>														
<input type="checkbox"/>	E. Information & Communications Technology (ICT) <i>Teknologi Maklumat & Komunikasi</i>														
<input type="checkbox"/>	F. Clinical Sciences <i>Sains Klinikal</i>														
<input type="checkbox"/>	G. Biomedical & Health Sciences <i>Bioperubatan Sains Kesihatan</i>														
D.	<p>Duration of this research : <i>Tempoh masa penyelidikan ini :</i></p> <p>*Duration :2 tahun 8 bulan..... <i>Tempoh :</i></p> <p>From : 22/10/07..... To : 20/6/2010 <i>Dari:</i> <i>Ke :</i></p>														

E.	<p>ABSTRACT OF RESEARCH</p> <p>(An abstract of between 100 and 200 words must be prepared in Bahasa Malaysia and in English. This abstract will be included in the Annual Report of the Research and Innovation Section at a later date as a means of presenting the project findings of the researcher/s to the University and the community at large)</p> <p>Abstrak Penyelidikan</p> <p>(Perlu disediakan di antara 100 - 200 perkataan di dalam Bahasa Malaysia dan juga Bahasa Inggeris.</p> <p>Abstrak ini akan dimuatkan dalam Laporan Tahunan Bahagian Penyelidikan & Inovasi sebagai satu cara untuk menyampaikan dapatan projek tuan/puan kepada pihak Universiti & masyarakat luar).</p> <p>This research has studied CSR, through broad inclusiveness of stakeholders and dimensionality of initiatives/activities. The inclusiveness of stakeholders provides a framework for understanding the extent of corporate commitment towards socially responsible behaviour. More so, this research delved into an extensive approach in understanding the manifestation of stakeholder-oriented society in both Klang Valley as well as in Penang—its frame of reference is the ontological as well as the epistemological aspects of the research. The theoretical framework (a CSR relational matrix) underpinning this research proposal relates to the ontological dimension of this research. The epistemological aspect of this research entails employed an abductive research strategy (Blaikie, 2000) which makes use of only sensitising concepts to direct the research, which led to the creation of first and second-order constructs (Schutz, 1963).</p> <p>The horizontal axis of the CSR relational matrix charts the levels or dimensions of corporate activities, namely (1) attitudinal-awareness, (2) knowledge-skills, (3) behavioral, and (4) result-impact. The vertical axis maps the relational aspects of CSR. It provides an analytical mapping of CSR vis-à-vis various stakeholders, which comprise (1) employees, (2) community, (3) environment, (4) customers (5) government, (6) suppliers, (7) industry players, and (8) investors.</p> <p>Research findings from 49 companies (both in Penang and Klang Valley) interviewed, showed that there are <u>five typologies</u> of CSR initiatives: reputation-linked, human-capital linked, ethnically-culturally linked, product-service linked, and personality-linked. Based on the CSR matrix, there is an overwhelming void in fourth dimension, the <u>results-impact dimension</u> and, that CSR is viewed as <u>community-oriented, environment-related, and employee/customer-related</u>.</p>
F.	<p>SUMMARY OF RESEARCH FINDINGS</p> <p><i>Ringkasan dapatan Projek Penyelidikan</i></p> <ol style="list-style-type: none"> 1. <u>Five typologies</u> of CSR initiatives: reputation-linked, human-capital linked, ethnically-culturally linked, product-service linked, personality-linked 2. Based on Relational Matrix (A Gap analysis tool mapping Stakeholders engagement and four dimensional framework), an overwhelming void in fourth dimension: <u>results/impact</u> 3. Based on Relational Matrix (A Gap analysis tool mapping Stakeholders engagement and four dimensional framework), CSR is viewed as <u>community-oriented, environment-related, and employee/customer-related</u>

G. COMPREHENSIVE TECHNICAL REPORT

Laporan Teknikal Lengkap

Applicants are required to prepare a comprehensive technical report explaining the project.

(This report must be attached separately)

Sila sediakan laporan teknikal lengkap yang menerangkan keseluruhan projek ini.

[Laporan ini mesti dikepilkan]

List the key words that reflectour research:

Senaraikan kata kunci yang mencerminkan penyelidikan anda:

English	Bahasa Malaysia
Analytical mapping of CSR	Pemetaan analitikal tanggungjawab sosial korporat
Abductive research strategy	Strategi penyelidikan abduktif
Ontological and epistemological approach	Pendekatan ontologikal dan epistemologikal